

## **Probiotic Dietary Supplements Market Report and Forecast 2025-2034**

Market Report | 2025-06-20 | 400 pages | EMR Inc.

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### **Report description:**

The probiotic dietary supplements market was valued at USD 7.84 Billion in 2024, driven by strong consumer awareness about probiotic's usage, easy availability aided by the existence of large industry manufacturers, and focus on product innovation across the globe. The market is anticipated to grow at a CAGR of 8.60% during the forecast period of 2025-2034 to achieve a value of USD 17.89 Billion by 2034.

#### Probiotic Dietary Supplements Market Overview

Probiotic dietary supplements are products containing live beneficial bacteria, such as Lactobacillus and Bifidobacterium, which help balance gut microbiota, improve nutrient absorption, and reduce gastrointestinal issues. These supplements support digestive health, immune function, and overall well-being when used in capsule, powder, or functional food forms. The market is propelled by rising health awareness and a growing prevalence of GI disorders. The 2021 data shows GI-related costs hit USD 111.8?billion in the U.S., with 14.5?million emergency visits and 2.9?million hospital admissions, underscoring the urgent demand for preventive healthcare solutions. ?The probiotic dietary supplements market is anticipated to grow at a CAGR of 8.60% during the forecast period of 2025-2034

#### Probiotic Dietary Supplements Market Growth Drivers?

##### Prebiotic Innovation Accelerating Functional Supplements Market Development

Rising consumer demand for gut-health solutions and the popularity of low-calorie, functional beverages are key drivers shaping the probiotic dietary supplements market. For instance, in March ?2025, Bloom Nutrition launched Bloom Pop, a five-flavor prebiotic soda range, in collaboration with Nutrabolt. Revealed at Natural Products Expo West 2025, the sodas are scientifically formulated to support digestive health and wellness. With nationwide distribution through Walmart and viral success on social media, this innovation is expected to expand functional probiotic offerings and boost market growth during the forecast period.

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## North America and Europe Expansion Supporting Probiotic Dietary Supplements Market Development

The market is significantly driven by the growing international demand for microbiome-focused health solutions and increasing investment in digestive wellness. For instance, in March 2024, Yorkshire-based ProBiotix Health reported a strong start to the year, posting GBP £1.9 million in revenue, marking a 13% year-on-year increase. The company expanded its United States distribution network by 45%, adding over 120 new retail outlets across North America and Europe. This cross-border growth is expected to enhance market reach, improve product availability, and drive market expansion through the forecast period.

### Probiotic Dietary Supplements Market Trends

The market is witnessing several trends and developments to improve the current scenario. Some of the notable trends are as follows include advancements in clinical research, rising consumer awareness and evolving preferences along with increasing emphasis on personalized nutrition:

#### Clinical Research Advancements Driving Market Development

For instance, a 2024 study published in Food & Function by the Royal Society of Chemistry revealed that probiotic strains could significantly improve mental health markers like stress, anxiety, and sleep quality in young adults. With increasing consumer interest in gut-brain axis connections, this type of clinical validation enhances product credibility. Such research is expected to propel product innovation and reinforce consumer trust, driving growth in the probiotic dietary supplements market over the forecast period.

#### Increasing Microbiome Diversity Studies Boosting Probiotic Dietary Supplements Market Value

For instance, a 2024 study from the University of Leeds highlighted that multi-strain probiotics could better support the microbiome diversity better and reduce inflammatory markers compared to single-strain products. As consumers become more educated about microbiome health, demand is shifting toward more complex, science-backed formulations. This trend is encouraging manufacturers to reformulate products with synergistic strains, ultimately expanding market value and enhancing the efficacy of probiotic dietary supplements.

#### Growing Consumer Preference to Influence the Driving Probiotic Dietary Supplements Market Size Positively Expansion

An increasing number of consumers are prioritizing gut health and preventive wellness, fueling demand for probiotic dietary supplements. As awareness of the gut-microbiome connection to immunity, mood, and digestion grows, people are turning to probiotics for everyday health support. This shift in consumer behavior is prompting supplement brands to innovate with diverse delivery forms, from capsules to chewables and drinks, ultimately driving sustained market expansion across various age demographics.

#### Rising Demand for Personalized Nutrition Supporting Probiotic Dietary Supplement Market Innovation Growth

The growing popularity of personalized nutrition is significantly influencing the probiotic dietary supplements market. Consumers are seeking targeted formulations tailored to individual health needs, such as women's health, immunity, and mental well-being. This has encouraged manufacturers to invest in advanced testing and personalized formulations based on microbiome profiling. As a result, the market is witnessing a surge in premium, niche probiotic products that offer specificity and greater perceived value, supporting future growth.

### Probiotic Dietary Supplements Market Segmentation

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"Probiotic Dietary Supplements Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

#### Market Breakup by Application

- Food Supplements
- Nutritional Supplements
- Specialty Nutrients
- Infant Formula

#### Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

#### Probiotic Dietary Supplements Market Share

##### Food Supplements to Lead the Segmentation by Application

The food supplements segment is poised to dominate lead the probiotic dietary supplements market by application due to rising consumer preference for convenient, gut-health-supporting functional foods. The increasing awareness of digestive wellness and immunity benefits drives demand for probiotic-fortified snacks and beverages. Innovation in incorporating probiotics into everyday foods, coupled with growing health-conscious lifestyles, supports strong market growth. This segment's convenience and broad appeal position it to lead market expansion and contribute significantly to the overall probiotic dietary supplements market during the forecast period.

#### Probiotic Dietary Supplements Market Analysis by Region

North America is likely to hold the largest market share in the probiotic dietary supplements market due to strong consumer awareness, high disposable incomes, and a well-established nutraceuticals industry. The region also benefits from high disposable incomes, which enable consumers to spend more on premium health products. North American consumers are often willing to invest in higher-quality, more specialized products, such as those offering advanced or targeted probiotic formulations. This willingness to spend on health and wellness products contributes significantly to the growth of the probiotic supplements market in this region. Widespread adoption of preventive healthcare and availability of advanced probiotic formulations boost regional demand. Europe follows closely, supported by aging populations and digestive health concerns. Asia Pacific is rapidly expanding with rising urbanization and health trends, while Latin America and the Middle East & Africa show steady growth from increasing nutritional awareness.

#### Leading Players in the Probiotic Dietary Supplements Market

The key features of the market report comprise funding and investment analysis, and strategic initiatives by the leading players. The major companies in the market are as follows:

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## Twinlab Consolidation Corporation

Founded in 1968 and headquartered in New York, USA, Twinlab Consolidation Corporation is a well-established player in the probiotic dietary supplements market. The company offers a broad portfolio of probiotics designed to support digestive health, immune function, and overall wellness. Twinlab's products include strains such as Lactobacillus and Bifidobacterium, delivered through capsules, powders, and liquids. Known for its science-backed formulations, Twinlab combines quality ingredients with advanced manufacturing to meet consumer demand in the growing probiotic supplements sector.

## Vitakem Nutraceuticals Inc.

Established in 2002 and based in California, USA, Vitakem Nutraceuticals Inc. specializes in manufacturing and supplying probiotic dietary supplements. The company focuses on innovative, high-quality probiotic strains aimed at improving gut health, immunity, and nutrient absorption. Vitakem's product range includes multi-strain probiotics, prebiotics, and synbiotics in various delivery forms. With strong R&D capabilities and adherence to GMP standards, Vitakem serves a broad client base, catering to rising consumer interest in microbiome-focused health solutions.

## Dietary Pros, Inc.

Founded in 2010 and headquartered in Florida, USA, Dietary Pros, Inc. is a prominent contract manufacturer in the probiotic dietary supplements market. The company offers custom probiotic formulations with a focus on digestive health, immune support, and mental well-being. Dietary Pros provides capsules, powders, and chewables, emphasizing high potency and strain diversity. Their state-of-the-art manufacturing facilities comply with stringent quality standards, enabling clients to develop effective probiotic supplements tailored to evolving consumer needs.

## Chr. Hansen Holding A/S

Founded in 1874 and headquartered in Horsholm, Denmark, Chr. Hansen Holding A/S is a global leader in natural ingredients, including probiotics for dietary supplements. The company develops and supplies scientifically validated probiotic strains targeting gut health, immune function, and allergy relief. Chr. Hansen's extensive portfolio supports supplement manufacturers worldwide, with a strong emphasis on innovation and sustainability. Their high-quality probiotic solutions help meet the increasing demand for effective and natural health products in the dietary supplements market.

Other key players in the market include Archer Daniels Midland Company and Custom Probiotics Inc., among others.

## Key Questions Answered in the Probiotic Dietary Supplements Market

- What was the probiotic dietary supplements market value in 2024?
- What is the probiotic dietary supplements market forecast outlook for 2025-2034?
- What are the major factors aiding the probiotic dietary supplements market demand?
- How has the market performed so far, and how is it anticipated to perform in the coming years?
- What are the market's major drivers, opportunities, and restraints?
- What are the major probiotic dietary supplements market trends?
- Which application will lead the market segment?
- Who are the key players involved in the probiotic dietary supplements market?
- What is the patent landscape of the market?
- What are the current unmet needs and challenges in the market?
- How are partnerships, collaborations, mergers, and acquisitions among the key market players shaping the market dynamics?

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## **Table of Contents:**

- 1 Preface
  - 1.1 Objectives of the Study
  - 1.2 Key Assumptions
  - 1.3 Report Coverage - Key Segmentation and Scope
  - 1.4 Research Methodology
- 2 Executive Summary
- 3 Global Probiotic Dietary Supplements Market Overview
  - 3.1 Global Probiotic Dietary Supplements Market Historical Value (2018-2024)
  - 3.2 Global Probiotic Dietary Supplements Market Forecast Value (2025-2034)
- 4 Vendor Positioning Analysis
  - 4.1 Key Vendors
  - 4.2 Prospective Leaders
  - 4.3 Niche Leaders
  - 4.4 Disruptors
- 5 Global Probiotic Dietary Supplements Market Landscape\*
  - 5.1 Global Probiotic Dietary Supplements Market: Developers Landscape
    - 5.1.1 Analysis by Year of Establishment
    - 5.1.2 Analysis by Company Size
    - 5.1.3 Analysis by Region
  - 5.2 Global Probiotic Dietary Supplements Market: Product Landscape
    - 5.2.1 Analysis by Application
- 6 Global Probiotic Dietary Supplements Market Dynamics
  - 6.1 Market Drivers and Constraints
  - 6.2 SWOT Analysis
    - 6.2.1 Strengths
    - 6.2.2 Weaknesses
    - 6.2.3 Opportunities
    - 6.2.4 Threats
  - 6.3 PESTEL Analysis
    - 6.3.1 Political
    - 6.3.2 Economic
    - 6.3.3 Social
    - 6.3.4 Technological
    - 6.3.5 Legal
    - 6.3.6 Environment
  - 6.4 Porter's Five Forces Model
    - 6.4.1 Bargaining Power of Suppliers
    - 6.4.2 Bargaining Power of Buyers
    - 6.4.3 Threat of New Entrants
    - 6.4.4 Threat of Substitutes
    - 6.4.5 Degree of Rivalry
  - 6.5 Key Demand Indicators
  - 6.6 Key Price Indicators

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- 6.7 Industry Events, Initiatives, and Trends
- 6.8 Value Chain Analysis
- 7 Global Probiotic Dietary Supplements Market Segmentation (218-2034)
  - 7.1 Global Probiotic Dietary Supplements Market (2018-2034) by Application
    - 7.1.1 Market Overview
    - 7.1.2 Food Supplements
    - 7.1.3 Nutritional Supplements
    - 7.1.4 Speciality Nutrients
    - 7.1.5 Infant Formula
  - 7.2 Global Probiotic Dietary Supplements Market (2018-2034) by Region
    - 7.2.1 Market Overview
    - 7.2.2 North America
    - 7.2.3 Europe
    - 7.2.4 Asia Pacific
    - 7.2.5 Latin America
    - 7.2.6 Middle East and Africa
- 8 North America Probiotic Dietary Supplements Market (218-2034)
  - 8.1 North America Probiotic Dietary Supplements Market (2018-2034) by Application
    - 8.1.1 Market Overview
    - 8.1.2 Food Supplements
    - 8.1.3 Nutritional Supplements
    - 8.1.4 Speciality Nutrients
    - 8.1.5 Infant Formula
  - 8.2 North America Probiotic Dietary Supplements Market (2018-2034) by Country
    - 8.2.1 United States of America
      - 8.2.1.1 United States of America Probiotic Dietary Supplements Market (2018-2034) by Application
    - 8.2.2 Canada
      - 8.2.2.1 Canada Probiotic Dietary Supplements Market (2018-2034) by Application
- 9 Europe Probiotic Dietary Supplements Market (218-2034)
  - 9.1 Europe Probiotic Dietary Supplements Market (2018-2034) by Application
    - 9.1.1 Market Overview
    - 9.1.2 Food Supplements
    - 9.1.3 Nutritional Supplements
    - 9.1.4 Speciality Nutrients
    - 9.1.5 Infant Formula
  - 9.2 Europe Probiotic Dietary Supplements Market (2018-2034) by Country
    - 9.2.1 United Kingdom
      - 9.2.1.1 United Kingdom Probiotic Dietary Supplements Market (2018-2034) by Application
    - 9.2.2 Germany
      - 9.2.2.1 Germany Probiotic Dietary Supplements Market (2018-2034) by Application
    - 9.2.3 France
      - 9.2.3.1 France Probiotic Dietary Supplements Market (2018-2034) by Application
    - 9.2.4 Italy
      - 9.2.4.1 Italy Probiotic Dietary Supplements Market (2018-2034) by Application
    - 9.2.5 Others
- 10 Asia Pacific Probiotic Dietary Supplements Market (218-2034)
  - 10.1 Asia Pacific Probiotic Dietary Supplements Market (2018-2034) by Application

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- 10.1.1 Market Overview
- 10.1.2 Food Supplements
- 10.1.3 Nutritional Supplements
- 10.1.4 Speciality Nutrients
- 10.1.5 Infant Formula
- 10.2 Asia Pacific Probiotic Dietary Supplements Market (2018-2034) by Country
  - 10.2.1 China
    - 10.2.1.1 China Probiotic Dietary Supplements Market (2018-2034) by Application
  - 10.2.2 Japan
    - 10.2.2.1 Japan Probiotic Dietary Supplements Market (2018-2034) by Application
  - 10.2.3 India
    - 10.2.3.1 India Probiotic Dietary Supplements Market (2018-2034) by Application
  - 10.2.4 ASEAN
    - 10.2.4.1 ASEAN Probiotic Dietary Supplements Market (2018-2034) by Application
  - 10.2.5 Australia
    - 10.2.5.1 Australia Probiotic Dietary Supplements Market (2018-2034) by Application
  - 10.2.6 Others
- 11 Latin America Probiotic Dietary Supplements Market (218-2034)
  - 11.1 Latin America Probiotic Dietary Supplements Market (2018-2034) by Application
    - 11.1.1 Market Overview
    - 11.1.2 Food Supplements
    - 11.1.3 Nutritional Supplements
    - 11.1.4 Speciality Nutrients
    - 11.1.5 Infant Formula
  - 11.2 Latin America Probiotic Dietary Supplements Market (2018-2034) by Country
    - 11.2.1 Brazil
      - 11.2.1.1 Brazil Probiotic Dietary Supplements Market (2018-2034) by Application
    - 11.2.2 Argentina
      - 11.2.2.1 Argentina Probiotic Dietary Supplements Market (2018-2034) by Application
    - 11.2.3 Mexico
      - 11.2.3.1 Mexico Probiotic Dietary Supplements Market (2018-2034) by Application
    - 11.2.4 Others
- 12 Middle East and Africa Probiotic Dietary Supplements Market (218-2034)
  - 12.1 Middle East and Africa Probiotic Dietary Supplements Market (2018-2034) by Application
    - 12.1.1 Market Overview
    - 12.1.2 Food Supplements
    - 12.1.3 Nutritional Supplements
    - 12.1.4 Speciality Nutrients
    - 12.1.5 Infant Formula
  - 12.2 Middle East and Africa Probiotic Dietary Supplements Market (2018-2034) by Country
    - 12.2.1 Saudi Arabia
      - 12.2.1.1 Saudi Arabia Probiotic Dietary Supplements Market (2018-2034) by Application
    - 12.2.2 United Arab Emirates
      - 12.2.2.1 United Arab Emirates Probiotic Dietary Supplements Market (2018-2034) by Application
    - 12.2.3 Nigeria
      - 12.2.3.1 Nigeria Probiotic Dietary Supplements Market (2018-2034) by Application
    - 12.2.4 South Africa

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- 12.2.4.1 South Africa Probiotic Dietary Supplements Market (2018-2034) by Application
- 12.2.5 Others
- 13 Regulatory Framework
  - 13.1 Regulatory Overview
  - 13.2 US FDA
  - 13.3 EU EMA
  - 13.4 INDIA CDSCO
  - 13.5 JAPAN PMDA
  - 13.6 Others
- 14 Funding and Investment Analysis
  - 14.1 Analysis by Funding Instances
  - 14.2 Analysis by Type of Initiatives
  - 14.3 Analysis by Funding Amount
  - 14.4 Analysis by Leading Players
  - 14.5 Analysis by Leading Investors
  - 14.6 Analysis by Geography
- 15 Strategic Initiatives
  - 15.1 Analysis by Partnership Instances
  - 15.2 Analysis by Type of Initiatives
  - 15.3 Analysis by Joint Ventures
  - 15.4 Analysis by Leading Players
  - 15.5 Analysis by Geography
- 16 Supplier Landscape
  - 16.1 Market Share Analysis, By Region (Top 5 Companies)
    - 16.1.1 Market Share Analysis: Global
    - 16.1.2 Market Share Analysis: North America
    - 16.1.3 Market Share Analysis: Europe
    - 16.1.4 Market Share Analysis: Asia Pacific
    - 16.1.5 Market Share Analysis: Others
  - 16.2 Twinlab Consolidation Corporation
    - 16.2.1 Financial Analysis
    - 16.2.2 Product/Service Portfolio
    - 16.2.3 Demographic Reach and Achievements
    - 16.2.4 Company News and Developments
    - 16.2.5 Certifications
  - 16.3 Vitakem Nutraceuticals Inc.
    - 16.3.1 Financial Analysis
    - 16.3.2 Product/Service Portfolio
    - 16.3.3 Demographic Reach and Achievements
    - 16.3.4 Company News and Developments
    - 16.3.5 Certifications
  - 16.4 Dietary Pros, Inc.
    - 16.4.1 Financial Analysis
    - 16.4.2 Product/Service Portfolio
    - 16.4.3 Demographic Reach and Achievements
    - 16.4.4 Company News and Developments
    - 16.4.5 Certifications

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- 16.5 Chr. Hansen Holding A/S
  - 16.5.1 Financial Analysis
  - 16.5.2 Product/Service Portfolio
  - 16.5.3 Demographic Reach and Achievements
  - 16.5.4 Company News and Developments
  - 16.5.5 Certifications
- 16.6 Archer Daniels Midland Company
  - 16.6.1 Financial Analysis
  - 16.6.2 Product/Service Portfolio
  - 16.6.3 Demographic Reach and Achievements
  - 16.6.4 Company News and Developments
  - 16.6.5 Certifications
- 16.7 Custom Probiotics Inc.
  - 16.7.1 Financial Analysis
  - 16.7.2 Product/Service Portfolio
  - 16.7.3 Demographic Reach and Achievements
  - 16.7.4 Company News and Developments
  - 16.7.5 Certifications
- 16.8 Others
- 17 Global Probiotic Dietary Supplements Market - Distribution Model (Additional Insight)
  - 17.1 Overview
  - 17.2 Potential Distributors
  - 17.3 Key Parameters for Distribution Partner Assessment
- 18 Key Opinion Leaders (KOL) Insights (Additional Insight)

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